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"As a business owner myself, I know you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

*~ David Snell
ACTSmart, Inc*

Declare Your Independence From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules and the key role that electronic records now play in law suits, some businesses go so far as to save every bit of data, just to be safe. In fact, IDC reports that the total amount of disk storage shipped last year grew 40.5 percent from 2007, proving that many businesses are opting to save much more of their information, rather than deleting it.



You may be thinking, "So why should I worry about our data storage?" or "What's the big deal with keeping everything?" While it's true that even offsite data storage costs have gone down by about 25% this year, the simple fact is that keeping your data forever can create long-term management challenges and lead to headaches when something needs to be found. Most often companies that save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved or deleted.

Certainly every organization needs to save information for its own purposes, such as transactions, accounting records, analytical data, and so on. Not only that, but regulations such as the Sarbanes-Oxley Act and the Health Insurance Portability and Accountability Act (HIPAA) require enterprises to save certain kinds of content for a prescribed period of time. You may not be affected by these acts, but rest assured more regulations are in the works.

Data retention is a balancing act. Keep too much and not only will the cost of Discovery in a law suit (even a frivolous one) be astronomical, but you also increase the risk of damaging findings being discovered. On the other hand, delete data without a specific and rigorously enforced retention policy and you're not likely to receive the benefit of the doubt with the courts as to why requested information is not available.

So what should you be doing? To address the problem, here are 4 data retention strategies you should consider:

- 1. Start with the storage analysis, not the storage technology or procedures.** Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements. There are software tools to help you in analyzing what information is stored on your servers and how it's used.
- 2. Segment user populations.** Use categories such as executives, back-office employees, sales, and people who deal with the company's intellectual property and treat their data differently. You certainly don't need to keep back office transactional data as long as executive strategic communications.

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FREE RADIO Advertising!

Have we helped you or gotten you out of a jam, been there when no one else could solve the problem, gone above and beyond the call of duty?

If so, why not tell the world in one of our 95.9 WATD radio ads. We're looking for new voices - all you have to do is plug your business, describe your problem and how we fixed it.

It's 70% you, 30% us.

Call Pam at 781-834-9208 Ext 202 and tell her your story. We'll pick 2 businesses each month to share the WATD spotlight with us. We'll even put the ads up on our websites!

You can email Pam@GoAmerican.com if you'd prefer.

We're looking forward to hearing YOU on the radio!

This contest is open to all ACTSmart, Inc clients. Subject to availability and to change without notice.

We're ALWAYS here for you!

Have an **EMERGENCY** and need to reach us after outside normal business hours?

Technical Support:

David—781-838-0556
Devin—339-793-3754
Henri—339-793-3755

Web Design

Pam—781-838-0557
George—339-793-3756

Emergencies Only Please

for normal support and web design questions call 781-834-9208

Throw Out Data Now (continued from Page 1)

3. Be precise and consistent with data retention policies.

Carefully crafted and enforced policies will more often than not be deemed legally defensible causing less legal exposure and dramatically lowering the cost of Discovery.

4. Don't confuse back-up with archiving.

Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky. For example, if a certain business record needs to be saved for seven years, the wrong place to save it is on a backup tape with 65,000 other files.

Avoid the expense and hassle of having too much data by having and enforcing strong policies and using proper tools to maintain independent data archives. We can assist you in identifying best practices and cost effective software tools for your business. Give us a call at 781-834-9208.

5 Tips to Grow Your Business with LinkedIn



LinkedIn is one of the most trusted social networking sites with 7.7 million users as of January 2009. Users sign up for an account, build their profile, network to a few people but then can

become lost, unsure of how to maximize the LinkedIn resources. Here are 5 things you can do today to start using LinkedIn as a way to generate revenue:

1. Be the Face of Your Brand

LinkedIn announced new functionality for companies to create a profile for their company to provide basic information including your website, company description, industry, number of employees and more. Check out your company profile or add it by visiting www.linkedin.com/companies.

There is also great way to connect with customers and prospects through an individual in your company. If you represent a small company, start a LinkedIn account for the owner. Larger organizations should choose a representative that best represents their customer and prospect base. For example, a technology company should use their CIO, a consumer company might choose their CMO, and a manufacturer should promote the president or COO. Choose a spokesperson based on who can offer the best conversations about your brand.

Once you've chosen your spokesperson, build your profile with your specific company in mind, not the personal resume of your spokesperson except if your spokesperson's professional experience is relevant in nature to their current role or gives clout to the spokesperson.

In the "Summary" section list a description of your company's products and services and complete the "Specialties" section with keywords that encompass your company's product, service, or value.

2. Think of LinkedIn as a part of your Loyalty Marketing Strategy

Loyalty Marketing is an approach to marketing in which a company focuses on growing and retaining existing customers through incentives. If you think of LinkedIn as a way to enhance your current customer relationships you can begin and maintain a dialog with people who are engaged in your products, services, or brand.

The first step in LinkedIn loyalty marketing is to start a Group. In the group section you can give an overview of your company, start dialogs with your customers, share news and updates and begin to build a database of brand advocates. Offer various incentives that best target your audience such as receiving first notification of any company news, new products or services, or upcoming promotions – you can even offer special deals or incentives only for LinkedIn Group members. You can use your LinkedIn Group to advertise upcoming events, collect pre-show or post-event feedback, and conduct polls of focus groups to gather customer intelligence.

3. Use Offline Marketing Tactics to Drive Your Customers and Prospects to Join Your LinkedIn Group

Update all current marketing efforts with a tagline encouraging customers and prospects to join your LinkedIn Group: direct mail, email campaigns, employee email signatures, business cards,

and, of course, provide a link on your website to the LinkedIn Group. LinkedIn is a great way to generate traffic to your website and support your search engine optimization efforts. Be sure to ask your company employees to add your website to their personal LinkedIn page – this provides quality, relevant links which organically helps bump you up in search engine rankings.

4. Advertise on LinkedIn

LinkedIn also offers text-based advertising opportunities called “DirectAds” that run for 30 days a pop. You can target your ad based on two of the following seven criteria: Company Size, Job Function, Industry, Seniority, Gender, Age, or Geography. Ads start at \$25 and guarantee a certain number of impressions (the number of times an ad is shown), but do not guarantee any results (or click-thrus) on your ad. LinkedIn offers a dashboard to track the ad activity including impressions, click-thrus and a calculation of your click-thru rate (CTR). Depending on your product or service, this can be a great way to reach your audience especially if you couple the offer with an incentive such as a free white paper, coupon or other value-add.

5. Get Connected to LinkedIn

LinkedIn is getting ready to launch some really cool functionality for B2B marketing. Sign up for the RSS feed on the LinkedIn blog <http://blog.linkedin.com/> so you can get this news first and be first to market. This RSS feed only sends out an email if there is new content. They promise, “No new content, no email for you.”

–By Linda Lindsey, President-elect, Business Marketing Association, Atlanta

One Document That Could Literally Save Your Company Acceptable Use Policy Along With End User Training



It's official: end users are the weakest link in the IT security chain. You can set up a firewall, encryption, anti-virus software, and password protection up to your ears, but it won't save you from the employee who posts his access information to a public web site.

Most security breaches, viruses, spyware, and other network problems are the result of human error—an end user unknowingly downloading an infected file, e-mailing confidential information, or disabling their anti-virus, to name a few.

So what's a company to do? While there is no surefire way to keep end users from making mistakes, you can dramatically reduce the number of problems by creating an acceptable use policy (AUP) and training your employees on what is and what is NOT acceptable behavior.

If you want your employees to actually adhere to your security policies, here are a few tips:

- **Keep it simple.** A long, confusing policy that looks like a legal document is about as easy to read as the instruction manual for your digital camera. Make the policies clear and easy to read. Give examples and include screen shots where necessary.
- **Provide group training.** Many companies make the mistake of distributing their AUP by e-mail and telling employees they must read it on their own. This gives the employees the option of NOT reading and simply signing and submitting. You don't need hours of classroom training but a simple 15 or 20-minute session will force even the most reluctant users to learn a thing or two.
- **Keep employees updated.** To add to the above tip, make sure you update employees on a regular basis to keep the policies fresh in their minds and to educate them about new threats.
- **Explain the consequences of not following the policy.** This is both explaining the negative effects to the business as well as disciplinary actions that will be taken if they refuse to follow policy. Occasional violators should be warned, and habitual violators should be disciplined.

Monitor their behavior. The best policy in the world won't work if it's not enforced. There are many tools on the market that can do this for you automatically.

Need Help In Creating An Acceptable Use Policy and Training Your Staff?

Not only can we help you create a customized acceptable use policy for your staff, but we can also provide training on the topic and even install network monitoring software to make sure it is enforced.

Call me for additional information and assistance at 781-834-9208 Ext 201!

**ACTSmart, Inc.
American Computer
Technologies**

769 Plain Street
Unit L
Marshfield, MA 02050

Phone: 781-834-9208
Fax: 781-834-0146
Email: David@GoAmerican.com

GoAmerican.com
ActSmartWeb.com
ActSmartARCA.com
IronCladBackup.com
MondaysMarketingMinute.com



My name is Dr. Joseph Santelli and last month I was asked to present a seminar to the Marshfield Senior Center in regards to the new Mini Dental Implants. For quite some time I had wanted to upgrade my power point presentation but as often happens, life gets in the way. Since I was pressed for time I immediately thought of Pam Snell at ACT Smart in Marshfield. Pam and her husband Dave have been very instrumental in the technology set up of my new dental office in Duxbury including my website www.SantelliDDS.com. Pam had once worked for a good friend of mine and fellow dentist so we could communicate intelligently.

Pam never asks "**if something can be done.....it's always WHEN would you like it done**". I told her my seminar is less than a week away so she told me she would meet me at my office, take some new pictures of my dental cases and help me out with my presentation. It took less than an hour and the new presentation was superb and very well received by my audience of around 30 seniors. From the presentation they were able to understand how Mini Dental Implants can easily and inexpensively replace ONE, SEVERAL or ALL of a person's teeth.

What can I say but thank you Pam and everyone at ACT Smart computer in Marshfield. You helped me out of a tight spot once again.

~ Dr. Joseph Santelli

Do you have a story to tell? Go to www.GoAmerican.com/testimonials and you could be next months winner.



Monday's Marketing Minute

After a long discussion, we decided to set aside one day a week for 12 weeks to commit to a marketing program. We've blocked it out of our schedule and, barring any emergencies, will use this time to send out mail campaigns, re-work our websites as well as monitor and record our results.

Why not try this commitment with us? Actually, it gives me a sense of relief because I will not be trying to fit the time in here and there, never actually getting things done. It won't be easy, I know. I do feel that the pay off will be worth it!

Take the "12 Week" Marketing Challenge with us. You don't have to set aside a full day, take a few hours on Friday afternoon or any day that is quieter than the others and mark it out on your calendar.

Week 1 - print out your website's home page.

Make a list of 3 key phrases that customers would use to find your business

Rewrite your website's home page to utilize these phrases.

Be sure to keep in mind the 3 points that every visitor is looking for:

1. Do you have what I want?
2. Do I trust you? (use testimonials, your BBB logo)
3. How do I get it? Quick link to your shopping cart, and make your phone number big and noticeable

Send the text off to us in an email and we'll change it out on your site.

Week 2 - write a 450 word article and submit it to Ezinearticles.com

You can also send it to us to post on your website as fresh content! Once the article is published, send us a link and we will link to it from your website, giving you more "expert" status.

For more information and to follow our "12 Steps" go to MondaysMarketingMinute.com and sign up for our FREE newsletter. You can also read past newsletters on the site.